
Funnel Academy

Funnel Academy hones your team's B2B marketing skills.

Designed directly in response to those unique challenges faced by B2B professionals on a day-to-day basis, Funnel Academy is a combination of classroom-style teaching, team workshops and peer networking.

Funnel Academy consists of 32 modules, and is available in a number of flexible configurations. Choose from:

- ▶ Our classic two-day courses;
- ▶ Our new integrated short courses for marketers and managers; or
- ▶ Create your own course from our 32 modules.

All modules cherry-pick the best of existing strategy and tactics models from thought leaders like Collins, Porter, Moore, Ries, BCG, and McKinsey, and translate each of them into very practical how-to steps.

With over 300 customer acquisition engagements across four continents to our name, we're also equipped to offer you some exclusive insights of our own.

Our courses are a deliberate blend of strong content and practical learning, allowing you to translate ideas into personal clarity via facilitated workshops.

Whilst we also run public Funnel Academy – in which participants come from several different companies – private Funnel Academy gives your needs priority, providing a learning environment which is exclusive, and therefore more open.

For five or more participants, the cost of private Funnel Academy is equal to that of public Funnel Academy; and, as such, there's no reason not to take advantage of the additional benefits mentioned above.

Course Outline

Classic Courses

2-day module: How to Set Strategy for Business Markets

Many marketing professionals have big audacious goals, but just don't get a command when it matters. *How to Set Strategy for Business Markets* outlines how to get a seat at the strategy table; and earn the right to stay there.

It details:

- ▶ How to set, and guide, the overall strategy for the whole business. You need it to accelerate quickly from its current position, leave its competition for dead and be strong enough to last the distance.
- ▶ How to set the go-to-market strategy for your products and services. This includes deciding how much effort to give each (and which to get rid of), how to balance your portfolio and how to alter your strategy when the market changes.
- ▶ How to select and evolve your product, pricing, segmentation, channel and tactics; because a great strategy one year can be a dud the next.
- ▶ How to translate your strategy into a clear plan, and then into action; because you need to drive your killer strategy home with an execution to match.

Built on a sound theoretical basis, but offering very practical how-to steps

How to Set Strategy for Business Markets: earn the right to set strategy, and learn how to translate it into results-producing action

2-day module: How to Plan Campaigns that Move Buyers

Many marketing professionals find that their efforts fall on deaf ears, because the market just isn't ready for them. *How to Plan Campaigns that Move Buyers* outlines how to condition the market; softening it up, and positioning a strong brand, and how to follow that up with rhythmic demand generation.

It details:

- ▶ What branding means for business, and how to create yours so that it's respected and well positioned.
- ▶ How to generate strong and constant demand. Creating too many leads is as much a problem as having too few. Therefore, you'll learn how to generate the 'right' amount, and how to do it without turning your Marketing department inside out.
- ▶ How businesses buy; and why Marketing and Sales need to be aligned.
- ▶ How to adjust your strategy based on your execution plans; because sticking to a great strategy that you can't execute well never works.
- ▶ How to recruit the best channel to sell and create influence; because you need help to reach and influence your market.
- ▶ How to align all stakeholders: Marketing, Sales and Channels around your plan.

2-day module: How to Select Tactics that Move Buyers

A great strategy means nothing if it isn't executed well. So tactics matter; but they need to be deliberately aligned to the strategy, and executed with rhythm. Learn how to translate your strategy into a series of actionable tactics to execute and evolve.

It details:

- ▶ How to select the best tactics for each stage of your buyers' journey, and how to build and execute them with precision. Although you'll be introduced to whole range of tactics, emphasis will be upon those that are proven to be the most powerful in business markets. You need to select tactics that work, drop those that don't and execute them properly (over and over).
- ▶ Tactics, including list management, direct mail, electronic DM, whitepapers, surveys, events, webinars, search engine marketing (ads) and search engine optimisation.
- ▶ How to achieve momentum, so that each contact with your buyer builds on the last, and how to do it without breaking your business (or the bank).
- ▶ How to get the rest of the team on board. Your staff, bosses, peers from Marketing and colleagues from other departments; you need them all behind you.

2-day module: How to Size the Funnel and Measure Progress

The size of your sales funnel matters. *How to Size the Funnel and Measure Progress* outlines why, and how to get it right.

It details:

- ▶ How to determine how big the market needs to be for you to meet your revenue objectives. Armed with new insight, you'll decide whether to focus more narrowly, persevere with your current market or choose new markets to add.
- ▶ What the most critical levers are for you funnel: volume, size and velocity, and what affect each of these has on your success.
- ▶ How to build a model funnel with three different rates of effectiveness using starting measures drawn from other markets. You'll then adjust this model using your own data (or assumptions) to understand the effect of each.

How to Plan Campaigns that Move Buyers: condition your market, position a strong brand, learn how businesses buy and recruit the best channel for you

How to Select Tactics that Move Buyers: turn your strategy into real results with actionable tactics to execute and evolve

How to Size the Funnel and Measure Progress: know how big your market must be to meet your revenue objectives, where to find reliable data and how to measure actual progress to keep on track

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- ▶ How, and where, to get reliable data to build your funnel model.
 - ▶ How to resolve the disconnects between what you want to achieve and what your model tells you is likely; in order to build a realistic picture of your future funnels.
 - ▶ How to measure actual progress so that you can know what you need to change, to keep on track as you execute your funnel plans.

New Short Courses

2-day module: Funnel Management for Marketers

In our integrated short course for marketers, we take your team from planning to execution. We teach your team how to build a sound strategy that the whole company commits to, and how to bring that strategy to life with calculated, actionable tactics.

It details:

- ▶ How to focus your strategy to identify and target the most rewarding market for your business.
- ▶ How to position your brand with business buyers, and how your brand can move up the ladder to be a market leader.
- ▶ How to move businesses through their buying process, and which tactics have the greatest effect in progressing buyers through each stage.
- ▶ How to size your funnel to understand the targets your marketing needs to reach, and how you can move buyers at the required rate by achieving rhythm and momentum.

1-day module: Funnel Management for Managers

Our specialised 1-day course for managers helps your leaders decide where they should direct their marketing effort, and guides them through the process of building a strong go-to-market plan to execute.

It details:

- ▶ How – and why – to focus your strategy to target the market that's right for you, and why a narrower focus is more effective.
- ▶ How to select a strategy based on the way your market buys, and why the maturity of your market should play a big part in your decision.
- ▶ How Management can allocate resources effectively, and how to set a firm budget according to the needs and value of the market.
- ▶ How to translate your strategy into action, and how to build a plan that integrates team collaboration and best practice.

Build your own course

The flexible structure of Funnel Academy allows you to build a course that's tailored to your business's specific needs. Each of the 32 modules offered is drawn from one of the four fundamental areas of B2B marketing. Select from:

Strategy modules

- ▶ Big Hairy Audacious Goals – How to set you business's life-time purpose
- ▶ Competitive Advantage – How to translate strengths into profits
- ▶ Focus as a strategy – How to target effectively
- ▶ From good to great – How to accelerate an established business
- ▶ How to allocate resources effectively
- ▶ How to choose the most rewarding markets

Funnel Management for Marketers: formulate your strategy, translate it into action and hit the numbers you need to achieve your revenue targets

Funnel Management for Managers: build a strategy to effectively target your market, and bring it to life through an actionable plan

Create a course that's specific to your business by selecting from our 32 popular modules

- ▶ How to select a strategy based on the way your market buys
- ▶ How to translate your strategy to action

Campaigns modules

- ▶ Branding – What it means for business markets
- ▶ How to achieve rhythm – The secret to momentum
- ▶ How to align Sales, Channels and Marketing
- ▶ How to centre your strategy around your buyers
- ▶ How to position your brand with business buyers
- ▶ How to recruit and manage channels to sell and create influence
- ▶ How to size your funnel and select effective tactics
- ▶ The buyer's journey – How to move businesses through their buying process

Tactics modules

- ▶ How to achieve rhythm with tactics
- ▶ How to build campaigns around the buyer's journey
- ▶ How to recycle leaky buyers
- ▶ How to select tactics to brand and position your business
- ▶ How to select tactics to establish your credentials and define new needs
- ▶ How to select tactics to find new buyers
- ▶ How to select tactics to offer and prove compelling value
- ▶ How to select tactics to trouble buyers

Measurement modules

- ▶ How (and where) to get reliable data
- ▶ How to build a model funnel
- ▶ How to measure progress in the funnel
- ▶ How to resolve disconnects
- ▶ How to set the main levers – Volume, size and velocity
- ▶ How to use metrics to align the business
- ▶ Prosecute the numbers until they confess – How to get the right result
- ▶ Size matters – How and why to use sizing

Course Format

It's not all 'chalk & talk.' All Funnel Academy modules are intertwined with content-specific workshops designed to incorporate the learning and your business. The outcome of the workshops is your personal list of actions that will improve your business, well after the training has ceased. Each module has up to twelve workshops designed to bring the content back to your business, increasing the learning and ensuring a real impact.

Each module is offered as a public program, go to www.mathmarketing.com/funnel-academy for upcoming modules and dates. Alternatively, we run private courses for your business.

Added Extras

All Funnel Academy module participants will receive a Certificate of Training, listing all modules completed. Graduates of the entire program will receive a Certificate of Graduation to acknowledge their successful completion of all modules.

Each module also includes a bound colour workbook. These workbooks include all slides and workshops, and plenty of space for your notes. They're a great reference long after your Funnel Academy module concludes.

All participants receive a Certificate of Training, a bound colour workbook including all slides and workshops, and a copy of Hugh Macfarlane's acclaimed marketing strategy book, *The Leaky Funnel*
